

# Purchase Gap between Intention and Behaviour for Green Products among Consumers

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**Abstract---** *Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. Today, understanding is increasingly focusing on how to help people whose environments are not optimal to avoid hazards. The consumers who understand the benefits of green products have the opportunity to reduce their personal influences to promote eco friendly environment which is good for their health and contributes for long life. Hence, the actual purchase behaviour of green products was significantly affected by the purchase intention of the products. In order to indentify factors influencing purchase gap between the green products purchase intention of the consumers and purchase behaviour, the Theory of Planned Behaviour used to identify effect of consumers'. The result from the analysis indicates that the respondents' intentions to buy green products were influenced by environmental concern, attitude on environmental issues, attitude towards green products and collectivism.*

**Keywords---** *Purchase Behaviour, Green Products, Purchase Intention, Environmental Concern, Attitude and Collectivism.*

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## I. INTRODUCTION

Environmental factors can affect consumer decision in emerging market, companies are focused to produce and promote green products (Booi chen Tan and Tech chai Lan, 2011). The development of green marketing has opened the door of opportunity for companies to brand their products. As a result, businesses have increased their rate of targeting consumers who are concerned about the environment. So the consumers through their concern are interested in integrating environmental issues into their purchasing decisions (Verma, 2012). The consumers who understand the benefits of green products have the opportunity to reduce their personal influences to promote eco friendly environment which is good for their health and contributes for long life. The relationship between consumption of green products and environmental concern brings the important associations and interconnections with sustainable development. Thus, most of the respondents were aware of the green concept which is a strong indicator of consumers' intention to go green in food consumption (Golnaz Rezai et al., 2012).

Individuals consider the quality of information as the most important when choosing products in shopping (Petra Krbova, Tomas Pavelek, 2015). Naser Valaei and Nikhashemi S.R., (2017) suggested that price and social identity are the most influential factors of consumers' purchase intention. Consumer behaviour to purchase of green food product positively correlated with the respondents' intention to purchase the green food products (Hairazi Rahim et al., 2011).

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Environmental knowledge does not predict the attitude. Attitude is found on the relationship between environmental knowledge and green purchase intention (Lizawati Aman et al., 2012). Mahesh and Ganapathi (2012) suggested that the consumers more likely to be anxious about the environment have a tendency to purchase green products. Actual purchase behaviour of green products was significantly affected by the purchase intention of the products. Intention to purchase organic food was influenced by the consumer's perception of safety, health and environmental factors of the products (Chiew Shi Wee et al., 2014).

The present research has used the Theory of Planned Behaviour (TPB) structure for support to understand the consumers' behaviour towards purchasing green products. According to the theory of reasoned action, people's attitude plays a significant role when it comes to the formation of an intention to act in a certain way. This model argues that the formation of attitudes, norms and intentions are prior to performing the behaviour (Cherian and Jacob, 2012). Attitude towards green products are the most consistent predictor of pro-environmental purchasing behaviours (Schlegelmilch, et.al.,1996). Majority of the consumer claim that the green movement makes them aware of the green products and indicates that the consumer has a positive attitude and purchase intention towards green products (Mahesh 2013). Perceived Consumer Effectiveness (PCE) refers to the extent to which individuals believe that their actions make a difference in solving a problem (Ellen, 1991). Perceived Consumer Effectiveness represents one's belief in the result of their own actions (Kinnear, 1994). Theory of Planned Behaviour predicts effect of consumers' perceived quality does not influence intention towards purchase of organic food products. Subjective Norms considered being the term collectivism. The collectivism has coordinated actions and group norms. Collectivism implies cooperation, helpfulness, and consideration of the goals of the group relative to the individual. According to Kim and Choi (2005), collectivistic consumers are more likely to develop environmentally friendly attitudes because they tend to demonstrate cooperative behaviour, help others and give priority to the goals of group rather than their personal goals.

### ***Theory of Buying Behaviour (TPB)***

The theory of planned behaviour postulates three conceptually independent determinants of intention. The first is the attitude toward the behaviour and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behaviour. The second predictor is a social factor termed subjective norm; it refers to the perceived social pressure to perform or not to perform the behaviour. The third antecedent of intention is the degree of perceived behavioural control which refers to the perceived ease or difficulty of performing the behaviour and it is assumed to reflect past experience as well as anticipated impediments and obstacles (see, Fig.1).

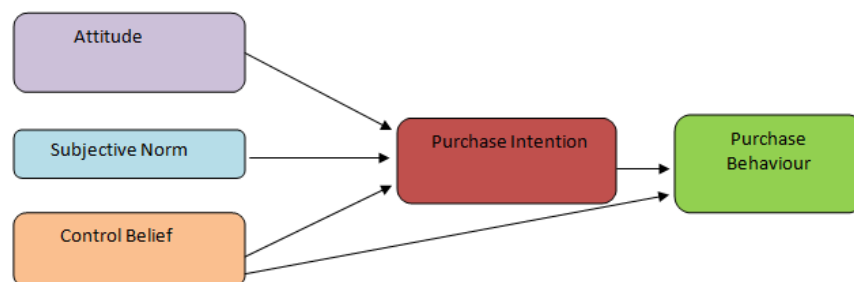


Figure 1: Five values that influence consumer Buying Behaviour based on Theory of Planned Behaviour (TPB)

### **1) Environmental Concern**

Consumers' environmentally sensitive purchase behaviour was to be influenced positively by their environmental concerns (Tahir Albayrak, 2010) and environmental concern to be the main factors that may affect consumers green purchasing behaviour (Hans Ruediger, 2012). Materialism has a positive affect towards environmental concern and environmentally responsible behaviours (Kilbourne and Pickett, 2007). Consumers' environmentally sensitive purchase behaviour was to be influenced positively by their environmental concerns (Tahir Albayrak et al, 2010).

### **2) Attitude**

Attitude is psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor (Eagly and Chaiken, 1993). Attitudes to be the main factors that affect consumers' green purchasing behavior (Hans Ruediger, 2012). In certain circumstances the consequences of customer attitudes towards green products were not catalyzed by the positive attitudes of the customers towards environmental protection (Harikumar and Ebby Joseph, 2012). The impact of more positive outward environmental attitude of the consumer shows the more acute environmental behavior (Leonidas C. Leonidou, 2010). Measurement of attitude meaningfully explored through the reviews and indicated that the consumers identify environmental-friendly products influenced purchase intentions.

### **3) Perception towards Green Products**

Perception is the process by which individuals select, organize, and interpret stimuli into a meaningful and coherent picture of the world (Leon Schiffman, 2012). Perception of the consumers towards green products was positively reflected on better future for green products (Mohd Rafi Yaacob and Azman Zakaria, 2011). Consumer perception had positive significant influences on green purchase intention and made the largest contribution in influencing green purchase intention among consumers (Wilson Kong et al., (2014).

### **4) Collectivism**

People who are in collectivism, usually the behavior of those people with social norms and to share scarce resources with others (Sinha and Verma, 1987). Collectivism co-ordinate with environmental beliefs and has an intervene affect on beliefs (John A. McCarty and L.J. Shrum, 2001). Collectivism was found to be good predictors for formation of environmental attitudes (Rohini Samarasinghe, 2012) but the study does not focus on intention. Yeonshin Kim and Sejung Marona Choi (2005) has implied that collectivist culture can be seen as influence of green buying behaviour flow through perceived consumer effectiveness. To conclude, increased subjective norm has to be associated with increased green products purchase behavior.

### **5) Perceived Consumer Effectiveness**

Perceived Consumer Effectiveness defined as the measurement of one's belief in the results of individual's own actions (Kinneer, Taylor and Ahmed 1994). Moreover, PCE is related to the concept of perceived behavioural control proposed in Theory of Planned Behaviour (Ajzen, 1991) and it predicts consumer intention as well as behavior directly (Booi-Chen Tan, 2011). Role of perceived consumer effectiveness has unwilling to spend consumers' time to buying green products (Booi-Chen Tan, 2011).

Whereas perceived value and purchase intention towards green products were positively associated with each other and most of the consumers perceive that the green products had consistent quality and value for money (Mahesh, 2013).

### **6) Purchase Intention and Purchase Behaviour**

Purchase intention has the great possibility to affect the purchase green product and the predictor of green purchase behaviour. Green purchasing intention is an indicator of a subsequent behaviour in response to the purchase of green products (Park & Ha, 2012). Purchase intention take part in an important role to apply consumers' mind set into a persistent behaviour towards green products that affecting consumers' individual thoughts of going green through purchasing greener products (Norazah Mohd Suki, 2013). According to Beckford et al., (2010) and Chan (2001) research studies, green purchase intention is a significant predictor of green purchase behavior, which means that purchase intention is positively affecting the probability of a customer decision that he will buy green products.

Based on the conceptual model, the following hypotheses have been developed.

- H<sub>1</sub>: A significant relationship exists between Environmental Concern of the respondents and intention to buy green products.
- H<sub>2</sub>: A significant relationship exists between Attitude on environmental issues of the respondents and intention to buy green products.
- H<sub>3</sub>: A significant relationship exists between Respondents' attitude towards green products and intention to buy green products.
- H<sub>4</sub>: A significant relationship exists between Collectivism of the respondent and intention to buy green products.
- H<sub>5</sub>: A significant relationship exists between Perceived behavioural control of the respondent and green products purchase behaviour.
- H<sub>6</sub>: A significant relationship exists between Green purchase intentions of the respondent and green products purchase behaviour.

## **II. METHODOLOGY**

### **2.1 Measures**

The present study is both descriptive and analytical in nature where the study focused on strength of the gap that exists between intention to purchase green products and force of the actual purchase of such products. The questionnaire was developed for identifying purchase gap between intention and behavior for green products adopted statement on the basis of attitude, subjective norm, perceived consumer effectiveness, purchase intention and actual behavior.

#### **2.1.1 Study for Constructs**

As the literature has given limited information to the problem under reviewed, particularly in India it is hoped that findings from the present study would provide more explicit information along with the future direction for advancing the idea of green consumption.

Accordingly, based on previous researches, the antecedents and dimensions of green products purchase decisions were identified namely environmental concern, perception and attitude on environmental issues, perception and attitude towards eco-friendly products, collectivism, perceived consumers effectiveness, and purchase intention lead to purchase decision. These constructs were used to develop a model based on the Theory of Reasoned Action and Theory of Planned Behaviour, in order to understand the antecedents of green products purchase Decision. The study is undertaken to find out the determinants of green products purchase behaviour in Indian condition. Thus, the study empirically examines the antecedents impacting consumers' purchasing decision towards green products and also identifies socio economic variables that discriminate between those who purchase green products.

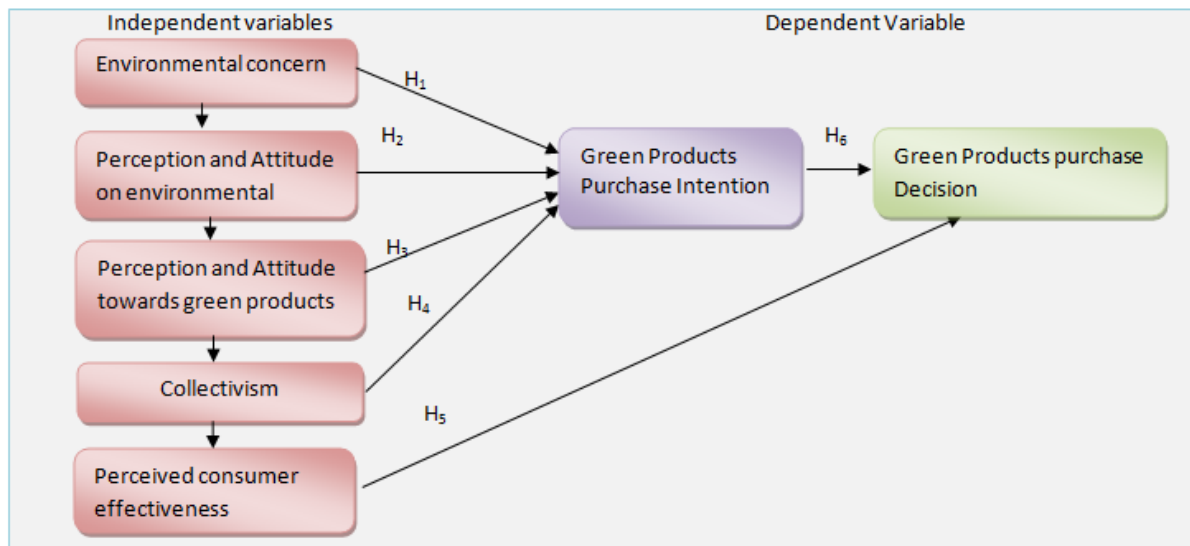


Fig. 2: Conceptual frame work of the Study

## 2.2 Data Collection

The samples were drawn from consumers living in city those who purchase eco- friendly products were considered. Of them, consumers with an intention and experiences on purchase of green products were selected purposively. interview schedule is a method of data collection which can be administered by interviewers in person after shopping of green products were considered as sample for the study in the specialty shops dealing with eco – friendly products located different zones. Thus the final sample respondents 155 were finally resulted from total sample sizes of 197 respondents.

The primary data were collected through a well-structured interview schedule. The interview schedule was divided into two parts, Part 'A' dealt with construct measurement namely environmental concern, perception and attitude on environmental issues, perception and attitude towards green products, collectivism and perceived consumer effectiveness which were derived based on the earlier research which were presented on a five points Likert Scale, used to identify the influence of respondents' intention to make the purchase decision for green products. The part 'B' provides social demographic profile of the respondents.

### 2.3 Statistical Analysis

The data were analyzed using factor analysis and path analysis for evaluating model fit and hypothesis testing.

Table 1: Socio-Economic Profile of the Respondents

Gender	Male	Female			
	93 (60.00)	62 (40.00)			
Age (in years)	Upto 30	31-50	Above 50		
	50 (32.25)	84 (54.19)	21 (13.54)		
Educational Qualification	Upto School	Graduate	Post Graduate and Professional		
	40 (25.80)	85 (54.83)	30 (19.35)		
Monthly Income(in `)	Upto 25000	25001 to 50000	Above 50000	30001 to 50000	Above 50000
	50 (32.25)	80 (51.61)	25 (16.12)	32 (20.64)	23 (14.83)

Source: Primary data

#### 2.3.1 Structural Model: model Fit and Hypothesis Testing

The theoretical model shows a chi-square of 20.167 (degree of freedom (d.f) 5;  $P \leq 0.01$ ). The results of relative chi-square is 4.033 (ranging between 1 to 3), which was not between 1 to 3. Comparative fit indices (CFI) are 0.985, indicating a fit in the model. It is a very important measure between the fit of a target model to the fit of an independent model. The analysis shows Root Mean Square error of approximation (RAMSEA) is 0.140, which indicates the fit since it is higher than 0.05. It estimates the way to measure nearest to model fit which indicates accept the fit.

Table 2: Goodness of the fit statistics for measurement model

	Model values	Suggested values
CMIN/DF	4.033	$\leq 3$
RMSEA	0.140	$\leq .05$
AGFI	0.797	<b>.08</b>
GFI	0.964	<b>.09</b>

The RMSEA for this model applied to the intention of buying environmental friendly products accepted to show a best score L0 90 and HI 90 are the lower and upper ends of a 90 percent confidence interval on this estimate PCLOSE is the P value testing the null that RMSEA is greater than .05. Regarding the GFI, the goodness of fit index, should exceed 0.9 for a good model (AGFI and GFI). AGFI was 0.797 which was close to cut-off level of 0.80 (Chau & Hu, 2001) and can be considered satisfactory. GFI was 0.964, the results shows that GFI are greater than reasonable fit of 0.90.

### III. DISCUSSION & IMPLICATIONS

Understanding the consumer decision making process has great impact on the economic prosperity of the marketers. The nature of consumer behaviour is helpful for the marketer to focus on a specific area of interest of the consumers and behaviours are based on the intentions (Budi, 2012). A green consumer purchasing model was developed and a success criterion for closing the gap between green consumer's values and their behaviour was established.

Table 3: Casual Relationship of Selected Constructs with Green Product Purchase Intention and Behaviour

Hypotheses	Path co-efficient	t statistics	P Value	Relationship
H1: Environmental Concern → Purchase Intention	0.091	1.459	.144	Not Supported
H2: Attitude on Environmental Issues → Purchase Intention	0.179	1.144	.253	Not Supported
H3: Attitude on Green Products → Purchase Intention	0.536	7.740	.000	Supported
H4: Collectivism → Purchase Intention	0.294	2.246	.025	Supported
H5: Perceived Consumer Effectiveness → Purchase Behavior	0.146	2.042	.041	Supported
H6: Purchase Intention → Purchase behaviour	0.402	5.620	.000	Supported

Source: Computed data \*\* Significant at 1per cent level, \* Significant at 5per cent level

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The results does not support the proposed relationship between environmental concern and green products purchase intention ( $H_1 \rightarrow t = 1.459, P > 0.01$ ), with path co-efficient of 0.091 and this shows that the respondents' environmental concern have low influence on green products purchase intention. Thus, the consumers do not always buy green products as consequences of environmental concern.

There is an insignificant relation between attitude on environmental issues and green products purchase intention ( $H_2 \rightarrow t = 1.144, P > 0.05$ ) with path co-efficient of 0.179, which highlights the fact that there is no impact on attitude on environmental issues over green products purchase intention. The respondents, those who are inactive towards environmental issues, did not show a positive attitude about the environmental problems (Laskova, 2007). The respondents'  $H_3 \rightarrow t = 7.740, P < 0.01$ ) were highly significant towards forming green products purchase intention and path co-efficient of 0.536. According to Aertsens et., al, (2000), results support the relationship between attitude towards green products and green products purchase intention.

The collectivism had a positive influence on green products purchase intention was found highly significant among the respondents ( $H_4 \rightarrow t = 2.246, P < 0.05$ ) and path co-efficient of 0.294. They were close to collectivist society and respondents had an interest to work together and group oriented than the individual (Candra Astra, 2013). It shows that there is significant evidence that the respondent's collectivistic culture impact the green products purchase intention. The perceived consumer effectiveness had a positive influence on green products purchase and result was found significant among the respondents ( $H_5 \rightarrow t = 2.042, P < 0.05$ ). The hypothesis supports the relationship between perceived consumer effectiveness and green products purchase and with the path co-efficient of 0.146. This finding was supported by other studies that perceived consumer effectiveness has consistently been found and have a direct positive influence on green products purchase behaviour (Aaker and Bagozzi, 1982).

The results of path analyses shows the high significant relationship between green products purchase intention and green purchase behaviour ( $H_6 \rightarrow t = 5.620, P < 0.01$ ). The results showed Green products purchase intention have a high statistical significant behaviour exhibited from the path co-efficient of 0.402. As found by Baron and Kenny, 1986, the variable of intention plays an important role towards behaviour among respondents.

So the hypothesis H<sub>6</sub> was accepted.

The overall finding depicts the direct relationship between green products purchase intention and the determinants used in this study. Thus, the respondents' intentions to buy green products were influenced by environmental concern, attitude on environmental issues, attitude towards green products and collectivism.

Table 4: Inter-relationship of selected constructs with green products purchase behavior

Hypothesis	Path coefficient	t statistics	P Value	Relationship
H <sub>1</sub> : Environmental Concern ↔ Attitude on Environmental Issues	.139	5.945**	.000	Supported
H <sub>2</sub> : Attitude on Environmental Issues ↔ Attitude on Environmental Friendly Products	.131	6.362**	.000	Supported
H <sub>3</sub> : Attitude on Environmental Friendly Products ↔ Collectivism	.128	5.808**	.000	Supported
H <sub>4</sub> : Collectivism ↔ Perceived Consumer Effectiveness	.181	6.935**	.000	Supported
H <sub>5</sub> : Attitude on Environmental Friendly Products ↔ Perceived Consumer Effectiveness	.129	5.576**	.000	Supported
H <sub>6</sub> : Attitude on Environmental Issues ↔ Perceived Consumer Effectiveness	.214	8.459**	.000	Supported
H <sub>7</sub> : Environmental Concern ↔ Perceived Consumer Effectiveness	.192	7.225**	.000	Supported
H <sub>8</sub> : Attitude on Environmental Issues ↔ Collectivism	.183	7.446**	.000	Supported
H <sub>9</sub> : Environmental Concern ↔ Collectivism	.219	7.346**	.000	Supported
H <sub>10</sub> : Environmental Concern ↔ Attitude on Environmental Friendly Products	.107	4.398**	.000	Supported

\*\* Significant at 1% level, \* Significant at 5% level

The environmental concern of the consumers was inter-related to their attitude on environmental issues. A highly significant inter-relationship was observed (H<sub>1</sub> → t = 5.945, P < 0.01) from the respondents. As evident from earlier studies environmental concern of the consumers have a strong attitude on environmental issues as findings under this study (Crosby, Gil and Taylor 1981). It is inferred that environmental consciousness prevailing among the consumers forms attitude on environmental issues. As well, their affective attitude towards environmental issues faced by them, ultimately create environmental consciousness among the . Hence this relationship serves as the basis for formation of intention to buy green products. From the analysis, the study shows significant inter-relationship between environmental concern of the respondents and attitude on environmental issues and accepts the hypothesis H<sub>1</sub>.

The results from the analysis (table) indicates that the attitude on environmental issues have a positive interrelationship with attitude towards green products (H<sub>2</sub> → t = 5.189, P < 0.01). Environmental issues is the most important criteria affecting the consumers' attitude and buying behavior (Efthimia Tsakiridou et al 2007). It is inferred that the 's attitude on environmental issues form a positive attitude towards green products. The knowledge on green products in turn creates the understanding on issues and thus the hypothesis (H<sub>2</sub>) is accepted through the significant inter-relationship between attitude on environmental issues of the respondents and attitude on green products. The results have positive inter-relationship to collectivism (H<sub>3</sub> → t = 5.808, P < 0.01). Collectivism influence the consumers' motivation to engage in environmentally conscious behaviors (Hans Ruediger Kanfman, 2012). It is inferred that 's attitude towards green products formulate the association with their collectivism and thus the hypothesis H<sub>3</sub> was accepted to the other side of significant inter-relationship between attitude on green products of the respondents and collectivism.



Relationship prevails between collectivism and perceived consumer effectiveness have a significant inter-relation ( $H_4 \rightarrow t = 5.835, P < 0.01$ ). The collectivist people engage in environmentally favorable actions (Mc Carty and Shrum 1994) as indicated among the respondents which show their positive interrelationship between collectivism and perceived consumer effectiveness. It is inferred that the consumers' group reference translate into their perceived consumer effectiveness and subsequently resultant behaviour to buy the green products. Hence, the hypothesis  $H_4$  was accepted by significant inter-relationship between collectivism of the respondents and perceived consumer effectiveness.

The attitude on green products of the Young's attitude towards green products have significant inter-relationship with perceived consumer effectiveness ( $H_5 \rightarrow t = 4.646, P < 0.01$ ). The attitude towards green products consumption might influence change behavior and the consumers' positive attitude towards green products will affect the purchasing green products (Chinnici et al, 2002). It is inferred that the consumers' believes that by focusing on the perceptions of the consumer tend to form favourable attitude towards green products. Analysis shows a significant inter-relationship between attitude on green products of the respondents and perceived consumer effectiveness, so the hypothesis  $H_5$  was accepted.

The results of the analysis shows that the consumer have a significant inter-relationship between attitude on environmental issues and perceived consumer effectiveness ( $H_6 \rightarrow t = 6.311, P < 0.01$ ). Believes can influence the environmental consciousness and support green initiatives. There is a correlation between environmental attitude and direct actions of individuals (Melinda Mejlath,2010). It is inferred that the change in attitudes is influenced by changing beliefs. So the 's attitude on environmental issues forms their perceived effectiveness. So the hypothesis  $H_6$  was accepted through the result of significant inter-relationship between attitude on environmental issues of the respondents and perceived consumer effectiveness.

The environmental concern of the consumer does not have significant inter-relation to the perceived consumer effectiveness ( $H_7 \rightarrow t = 6.039 P < 0.01$ ). According to Booi – Chen, 2011, People who have more perceived consumer effectiveness were to be high environmentally concerned was proved on the basis of the results. It is inferred that the concern about the environment does not associate with their perceived consumer effectiveness and thus, the hypothesis  $H_7$  was rejected among the respondents.

The results of the analysis shows that the consumer have a significant inter-relationship between attitude on environmental issues and Collectivism ( $H_8 \rightarrow t = 8.459, P < 0.01$ ). They give response to their group. The attitude on environmental issue has a link with specific behaviour (Kilbourne and Bechmann, 1998). According to Chan (2001) it has been stated that there is a positive association between collectivism and eco-friendly attitudes which indicates the results based on respondents. It is inferred that the sense of information in the environment positively associate with their collectivism. This relationship forms a basis for formation of intention to buy green products. So the hypothesis  $H_8$  was accepted by a significant inter-relationship between attitude on environmental issues of the respondents and collectivism.

The results of the consumer have positive inter-relationship to collectivism ( $H_9 \rightarrow t = 5.808, P < 0.01$ ). According to Mc Carty and Shrum (2001), recycling behavior connects with collectivism and people who have more

collectivistic orientation will be with environmental concern. It is inferred the reference group gets exposure about the environmental concern and form the positive influence among consumer. Thus, significant inter-relationship exists between environmental concern of the respondents and collectivism and the hypothesis H<sub>9</sub> was accepted.

The environmental concern of the consumers were inter-related to their attitude towards green products Thus, there was a significant inter relation observed between Environmental concern and attitude on environmental issues (H<sub>10</sub> → t = 7.225), P < 0.01). According to Yeonshin Kim(2005), the effects of collectivism on green purchase behaviours are predicted to flow through more specific attitudinal and cognitive concepts. It is inferred that more favourable person's attitude towards green products considers the consequences of the concern and it brings the behaviours among . From the findings, the study accepts the hypothesis H<sub>10</sub>.

#### **IV. CONCLUSION AND SCOPE FOR FUTURE RESEARCH**

The interrelationship among selected constructs varied according to their statistical significance. Path analysis was used to evaluate the inter-relationship and contribution towards respondent's purchase behaviour of green products. Through this the following findings were identified. Among the consumers, the environmental concern of the respondents was proved to be inter-related to their attitude on environmental issues. Hence this relationship serves as the basis for formation of intention to buy green products. Though, a partial conversion of purchase intention into purchase behaviour has resulted in the analysis, comparatively it is better with the influence of other factors. Thus there is a great opportunity to market green products from the analysis of gap between green products purchase intention and behaviour of such products among consumers.

Intention is considered to be the immediate antecedent of behaviour as stated by the theory of planned behaviour and purchase intention of green products frame the consumer's action. An intention to buy green products is based on a Young's attitude toward issues about environment as well as the influence of subjective norm. Attitude towards green products and collectivism contributed to the intention and purchase of green products among consumers. The relationship of consumers' attitude toward environmental issues and their attitude towards green products leads to increased interaction effect between the green products purchase intention and the green products purchase.

Investigating the Gap between purchasing intentions and buying behaviour were important for implementation of the marketing strategy by the marketer. As evidenced in the literature review, the theory of Planned Behaviour applied in the study has proven the inter relationship between intention and selected constructs of green products purchase. With regard to Intention of green products purchase, respondents behavioural belief, attitude towards green products and environmental protection, subjective norms, supported by their purchase intention.

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